



# Micro Case Study

Contact Center

**CUSTOMER CENTRIC MANDATE  
EMPOWERS CUSTOMER SERVICE  
REPRESENTATIVES**

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## Contact Center



### Key Results

7 point increase in NPS  
in the contact center

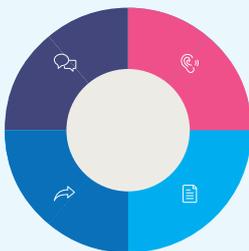
20 point increase in  
agent satisfaction

31 point increase in Net  
EasyScore in 12 months



### Company spotlight

2 million employees  
1,500 employees  
3 contact centers  
over 100 retail stores



## Challenge

This company introduced a corporate mandate to become the #1 contact center in telecom by using outstanding customer service as a differentiator and drive their business to be “customer obsessed.”

To do this, the company needed to identify where, or really who, needed to improve to increase effectiveness. Unfortunately, the company only collected feedback tied to a team, thus they could not pinpoint feedback directly to an individual customer service representative (CSR) to make changes and ultimately improve a customer’s experience.

## Solution

With the help of ResponseTek, the company implemented a Voice of Customer (VoC) program to provide real-time CSR level feedback. The CSRs are rated by customers on:

- Knowledge, expertise, attitude and helpfulness – all of which help indicate action the company should take to improve NPS
- How easy, or not easy it was to interact with the company using the Net Easy Score scale

By knowing which customers are detractors and promoters in the areas above, the company was able to carry out both targeted employee training as well as customer marketing activities. Team leaders provide training through weekly coaching sessions to poorly performing CSRs and compensation is tied to CSRs directly to drive behavior. The compensation empowers CSRs to increase their scores and improve customer advocacy in every interaction.

## Results

The company has truly become “customer obsessed” by changing the culture at the CSR level. In fact, the company uses an “NPS Leaderboard” to drive a culture of accountability and help recognize and celebrate high performers. Employees are enjoying friendly competition and are motivated to provide excellent customer service. The company has already achieved the following results:

- 20 point increase in CSR satisfaction
- 7 point increase in NPS in the contact center
- 31 point increase in Net Easy Score in 12 months